

BEAU NEWS



Photo Mike Mander

April 2010

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Easter Hours! Beau Photo will be closed on Good Friday April 2nd and Easter Monday April 5th, we will be back on Tuesday April 6th.

1 Digital Mike

CameraBits PhotoMechanic Software is back at Beau!
Now for only \$150.00

Some years ago, we used to sell PhotoMechanic, but since distribution changed, we let it slip away. Well, we now have made a convenient arrangement directly with CameraBits to sell the product to you once again! We can supply an initial trial demo key, you provide us with your contact info and email (and payment of course), and CameraBits will then email you your very own license activation code directly. That way you can be up and running right away with the fully functioning trial version (the most current version) and then a couple of days later, CameraBits will send you an email to set you up fully licensed and ready to rock. This way there is no waste of out-of-date packaging with older CD versions etc. either! Be GREEN... save on packaging!

What is PhotoMechanic? Well, think of it as a high-speed card "ingesting", raw photo browsing, rating and sorting program. I use it as an Adobe Bridge replacement personally, when browsing into folders that are not in my Lightroom collection for example or browsing optical media. PhotoMechanic has the most comprehensive support for IPTC metadata and offers almost unlimited flexibility when renaming files on memory card import. Want to include an image's f-stop, shutter speed and ISO in its new filename? No problem! Virtually any bit of EXIF data and IPTC metadata can also be used when renaming files and naming folders. When importing cards, you can also backup to an alternate location at the same time for security. For the most rapid viewing, PhotoMechanic will read the raw file's embedded JPEG, but with a press of the 'Q' key (Quality rendering) you can also tell it to fully demosaic the raw file using the operating system's native raw file support. If you end up using an Adobe product for your final work, of course this rendering will not be identical from a colour or contrast standpoint, but for older digital SLRs that only had a small size JPEG preview embedded in their raw files, this could really make a difference in determining, for example,

which of a series of shots is the sharpest. If you have one of those older cameras, you can quickly use the smaller embedded JPEGs for initial rating and culling, and then only switch to 'Q' mode to compare several images for sharpness, for example. If you shoot RAW+JPEG, it will similarly use the JPEGs for quick initial preview and with the press of 'Q', you'll see the rendered raw files.

Secondly, you can rate your images as you browse, using either colour labels or star ratings (or both). You can also set up a crop, and both the crop and the ratings will fully import and be identified in Photoshop or Lightroom, as will all the IPTC data too of course. However cropping is about the extent of its file editing capabilities - unlike Lightroom, PhotoMechanic is not designed to be an image editor. In addition, PhotoMechanic will also allow you to FTP upload photos (if you are filing with paper/magazine for example), and you can also output a variety of nicely designed web galleries if so desired. You can also directly upload to a huge number of photo hosting sites, such as Flickr, PhotoShelter, ZenFolio, SmugMug etc. However, in general I would expect most will want to edit and adjust selected images further before uploading and showing the world...

When it comes to raw speed, flipping between images as quickly as you can push your arrow keys, or scroll your mouse wheel, at full zoom even, is amazing to see. If you generously allocate RAM (if you have lots to spare) and hard drive scratch space to PhotoMechanic, it will really fly since it caches already viewed images and retrieves them nearly instantaneously. The program also allows for an amazing amount of customization in how it operates and what programs will edit what files when you launch a photo editor from within PhotoMechanic. Finally, you can edit a series of images' file creation dates (if you forget to set the correct time zone on your camera as an example), perform lossless JPEG rotation (you'll have to ask me about that one if you're interested!) and much much more.

If you are already using Lightroom, as an example, why would you want PhotoMechanic? How would it fit into your workflow? Well, let's say you just bought that nice new 21 MP DSLR or 50 MP digital back. Sure, you can import all of your photos into Lightroom... and watch your computer s...l...o...w... right down to a crawl. Wow, all those wonderful high-resolution shots can really take a toll on your editing as you wait for those 1:1 previews to render out before you can check for sharpness! You need to spend another few thousand \$ on a new computer... or maybe not? Why not fly

through those raw files with PhotoMechanic first, supplying the initial ratings and metadata and then only import your, for example, level 2 selects and higher into Lightroom. That way, you might be able to cull down all those high-res photos that you won't want to use anyway, before importing the whole mess into Lightroom. Instead of 500 big files to import, you might only end up importing 100 into Lightroom for final editing and selecting.

PhotoMechanic may not be for everyone, and until you actually use it, give it a chance to see what it can do, you might just scratch your head and think "...why would I need it?" Give it a chance, download the trial and check to see if it is something you might see fitting into the way you work. Feel free to call if you have any more specific questions on what PhotoMechanic can do...

Hasselblad Open House at Beau Photo

Come join us here at Beau Photo for an open house where you can try the latest medium format DSLRs from Hasselblad. On hand will be the affordable new **H4D-40** (\$19,995 US complete with 80mm lens!), as well as an **H4D-50**, both with their new True-Focus with APL feature. See our last newsletter for a more detailed preview of the awesome new H4D! We will have a variety of lenses for you to try out, some leasing and upgrade info as well as some great Hasselblad specials for those who attend the open house! A representative from Hasselblad USA, Gina Connor, will be on hand to answer questions and will be generously bringing these new cameras up for you to test. Bring your own CompactFlash cards and take away some sample images!

In addition, if you are seriously thinking about a purchase or upgrade and would like a personal demo either here or in your studio, that can be arranged as well since Gina and I will be available on Tuesday, April 13th for several one-on-one demonstrations as time permits. Please contact me (Mike Mander) in advance to schedule a personal demo if you like at 604-734-7771 or digital@beauphoto.com.

What: Beau Photo Open House

Where: Beau Photo, 1520 W 6th Avenue, Vancouver

When: Wednesday April 14th from 3:00pm-7:00pm

Why: Try out the latest H4D cameras! Refreshments will be served!

How: Please RSVP and then just show up any time between 3pm and 7pm

2 Pro Sales ^{Ken}

Beau Photo is pleased to announce DIGITAL week!
Featuring PHASE ONE

Come see the:

Phase One 645 DF Camera!

Hartblei Camera !

Zeiss Tilt Shift lenses!

Arca Swiss 4x5 Camera!

Phase One, a recognized leader in image technology with digital backs offers ultimate image quality with the integration of the lens, camera, digital back, and software. The Phase One 645 camera system raises the bar for quality. Phase One engineers have taken advantage of complete integration, optimizing image quality from capture to processed image. Advanced communication between lens, camera body, and P+ back enhance performance and by doing so, increase your capture possibilities.

Phase One events at Beau Photo

We are pleased to have **Walter Borchenko** from B3K in Toronto and **Wayne Sandmeyer** from Phase One join us for an exciting and informative week at Beau Photo. There will be a couple free seminars on Capture One 5.1 as well as a full day intensive workshop. Learn about all the great new and improved features of 5.1. The seminars will feature topics such as focus mask, vignetting tool, one click spot removal, improved metadata functionality, advanced noise reduction, and many many more.

Event Schedule:

Tuesday April 6th, afternoon: Ken and Walter are available for studio visits at your location at a time of your choice to suit your schedule. Call to make an appointment, and we would love to come visit and tell you about all the Phase One products that would suit your studio.

Tuesday April 6th, evening: **Fashion shoot** with Vancouver Fashion and Commercial photographer and Phase One shooter **Phil Jarman** at: **Sugar Studios**, 1635 Powell Street Vancouver.

Come see all the possibilities that the Phase One Camera and Capture One 5.1 have to offer in a real working environment!

Wednesday April 7th: Two free information Seminars at Beau Photo on Capture One 5.1. Each seminar takes place between 10:30 am. -12:30 pm. or 1:30 pm. -3:30 pm.

Thursday April 8th: A full day of intense training on Capture One 5.1 led by Walter Borchenko. Walter is an active photographer and has written numerous articles on Phase One. He also developed Capture-U, an online subscription-based training site for Capture One 5 Pro. This one day training will teach you all the main aspects of Capture One 5.1 and give you a strong understanding of the software's many features, while learning in a relaxed setting and working on actual files. Registration is \$299.95 and includes a free copy of Capture One 5, a year's subscription to Capture U, at \$150.00 value, plus lunch and refreshments. Spaces are limited so Register ASAP.

Friday April 9th: Ken And Walter are available for appointments at Beau Photo in the morning. Please call to book a time.

The Cameras!

Phase One 645 DF Camera: now in Rentals with a P45+ back. Drop by and have a look at this incredible camera and try out the the new leaf shutter lenses. Come to the workshop and see the what Phase One can do to streamline your workflow.

Hartblei Cam: this is a German engineering marvel. Its unique design utilizes a DSLR mount (a Canon mount with electronic interface to control lens aperture) and a body that supports Phase One backs. The Hartblei Cam pairs with the Zeiss tilt-shift Superrotator lenses and the latest wide angle tilt-shift lenses from Canon (17mm and 24mm). Remarkably, these lenses cover full frame 645 format (P 65+) with tilt and shift and produce some spectacular results.

Arca Swiss and Phase One: this is the ultimate View Camera system offering the most advanced correction technology available. The unique look of images created with a View Camera solution is a terrific way to separate your work from the competition.

Attention bargain hunters!

Beau Photo will be launching a new Clearance section on our web site very soon. Watch for blow-out prices on already discontinued, overstocked and one of a kind items. Here are a few examples:

Canon Rebel XSi kit with EFS 18-55 IS zoom Clearance **\$699.00**

Canon MR-14 EX Ring Flash Reg. \$625.00 Clearance **\$589.00**

Nikon TC-20E II AF-S Teleconverter Reg. \$439.50 Clearance **\$377.49**

Phase One P30+

Refurbished for V Series Hasselblad

Clearance **\$11,740.00**

3 Accessories Jason

Lowepro Classified 250 AW

Introducing the Lowepro Classified 250 AW, a hardworking bag specifically designed for the hardworking photographer. The Classified 250 AW shoulder bag conceals gear (and the mission) while protecting it with artful balance. This nimble, quickly accessible bag features a slimmer profile, contoured to move easily with the body and help the photographer navigate in places such as a busy street in Prague, or a crowded Skytrain in Vancouver. Sometimes you just don't want people knowing you have thousands of dollars of gear inside a bag, that's where Lowepro's new "Classified Series" comes into play. Soft edges, briefcase styling, leather details at contact points, and an embossed logo create a discreet aesthetic. Collapsible, removable padding in the main compartment allows custom organization. The built-in All Weather Cover™ protects contents from the elements.



Premium features include:

- A padded notebook compartment to fit laptops up to 15.4".
- Large capacity main compartment with angled opening.
- Removable memory card wallet with space for 6 CF cards.
- Unique, leather-trimmed divider system to suspend camera and protect lens mounting points.
- Padded shoulder strap with camera keeper to prevent sliding.
- Removable 3-point stabilizing strap; zippered gusset to expand capacity.
- Built-in microfiber cloth to protect LCD screen.
- SlipLock attachment loops at side.
- 2 built-in key clips.
- Luggage sleeve & leather handle wrap.

Price

\$154.95

4 Rentals Kathy

Well, there is not much news this month so why not a bit of the old? The really long weekend is coming up (we are closed Friday and Monday so it's a one day rental for four days) which could be a great opportunity to try something different. You could even get a group together and go on a photo expedition and also share the rental cost as well. *Here are a few suggestions for some fun items to try:*

Noblex 6x12 panoramic camera - the one with the moving lens, or maybe the Linhof 617, though renting either of these would mean you will have to shoot film again.

Sinar F2 4x5 - also film but it's like getting back to photography's roots.

Lensbaby Composer - for that wonderful "soft with a sweet spot" look.

Profoto monohead kits - you can rent a light kit for as little as \$60/day and work on some new techniques, or just take photos of the big family dinner.

The digital camera you covet but can't buy - this is where sharing with friends might be a good thing.

The fog machine or the **Reel FX fan** - for some experimental fashion shots.

Whatever you end up wanting to rent, be sure to call and reserve since it's usually a busy weekend.

6 Albums & Folders Barb

Happy Easter! Happy Spring! Even though Vancouver has been experiencing Spring-like weather since before the Olympics started, it is official now.

TAP has advised me that their web site would be updated to their new brochure by April 1, so please check out their new offerings for this year. They've introduced a whole bunch of new presentation ideas, and discontinued a number of the older products that have proven to be less popular over the last couple of years. If you don't see your sentimental favourites in the website, let me know what you're hoping to find and I'll check the 'discontinued' list to see if they're sold out.

If you haven't yet requested your 2010 Beau Photo Catalogue and you need to update your prices, please e-mail me at barb@beauphoto.com. We'll get your set out to you as quickly as possible.

Please note: We've been experiencing longer 'wait times' than is normal for some of our orders to be delivered from their factories. To avoid disappointing yourself or your clients, please give us as much lead time as possible to order and receive your presentation items, especially if you're outside of B.C. Normal delivery times to Beau Photo could be anything from 3-8 weeks (depending on product and factory) after placing our orders; please remember to factor in enough time for us to deliver orders to your location.

5 Renaissance Albums Simon

Wow, March was busy! Studio samples have been flying out, and I am not surprised as they are all 50% off, and they help promote your business 10 fold! Beau Photo has announced an INTRODUCTORY OFFER to all new clients, when ordering your first album you will receive a free swatch set that is worth \$23.50.

Also now is a great time to update your library bound sample album!
All in stock renaissance albums are 20% off for the month of April.

I will be on road with Renaissance products heading to Kamloops B.C. on April 17 & 18th. If you live near and wish to view the Renaissance products please let us know.

Renaissance has released a new Galleria folio with new cover material. Check it out on the Renaissance Website, and if you require any more information please let me know. Don't forget I am always here to help, I hope you have received the 2010 price list, if not let me know and I will send you a copy.

7 Plastic Camera ^{Dennis}

Lomo Kompakt LC-A+

Beau Photo is once again stocking the prestigious Lomo LC-A camera. The newly introduced remake of the Russian spy camera that has a legendary Minitar 1 lens that offers the same radiantly coloured and shadowy



vignetted images as the original. Is halso as a very handy built-in light meter that calculates automatic exposures. The LC-A+ comes with new features like the multiple exposure switch, enhanced ASA settings and a cable-release-enabled button for long time exposures. The camera is packaged in a beautiful wooden box which includes: 2 rolls of Lomography film, a cable release, battery, a photobook, and instructional manual.

Price

\$279.50

8 Events

The 2010 PPOC NATIONAL CONVENTION *See us there!*

Excellent conferences given by renowned speakers from all over Canada and USA.

May 5 - 12, in Mont Tremblant, Quebec

<http://inspiration2010.ca>

SANDRA HOFFARTH MPA *We're there too!*

FROM LIGHTING AND POSING TO CLOSING THE SALE

Presented by PPABC Interior Region and Beau Photo

April 18 in Kamloops BC

To register or for more info e-mail: zimonick@mail.ocis.net

NEWSPHOTOGRAPHERS ASSISOIATION OF CANADA *See you there!*

ANNUAL CONVENTION

April 22 - 25 in Toronto, Ontairo

<http://npac.ca/>

12x12 VANCOUVER PHOTO MARATHON EXHIBIT

March 12 - April 23 at the Vancouver Lookout

<http://vancouverlookout.com/art-gallery/armstrong-gallery.htm>

